

**Department of Consumer Affairs  
Consumer and Community Relations Division  
2006 Calendar of Special Events**

## **August 2006**

- August 4-6 Monterey Bay Strawberry Festival**  
**Description:** Geared towards educating all ages and income levels regarding consumer protection. An event for entire family.  
**Location:** Watsonville, CA  
**Sponsored by:** Don Mauer of Entertainment Services and the Strawberry Commission  
**Expected Audience:** 5,000
- August 11-September 4 California State Fair**  
**Description:** Geared towards educating all ages and income levels regarding consumer protection. An event for entire family.  
**Location:** Sacramento  
**Sponsored by:**  
**Expected Audience:**
- August 19-September 4 Afriacan Marketplace & Cultural Faire**  
**Description:** Geared towards educating all ages and income levels regarding consumer protection. An event for entire family.  
**Location:** Los Angeles Coliseum/Sports Arena in Exposition Park, Los Angeles, CA  
**Sponsored by:** African Marketplace Inc.  
**Expected Audience:** 250,000

## **July 2006**

- July 3 Operation Ready Families**  
**Description:** An event geared towards educating military families and National Guard members of services available to them during peacetime and deployment. An event for the entire family.  
**Location:** 5323 E. McKinley Avenue, Fresno, CA 93727-2199  
**Sponsored by:** 144<sup>th</sup> Fighter Wing Family Program  
**Expected Audience:** 700
- July 2-4 Rancho Cordova 4<sup>th</sup> of July Festival**  
**Description:** Geared towards educating all ages and income levels regarding consumer protection. An event for the entire family.  
**Location:** Hagan Park, 2729 Prospect Drive, Rancho Cordova, CA 95570  
**Sponsored by:** City of Rancho Cordova  
**Expected Audience:** 30,000
- July 27 City of La Mirada Senior Health Fair**  
**Description:** Geared towards educating seniors about their rights and responsibilities. The event seeks to raise awareness and empower seniors to check before they invest and identity theft awareness.  
**Location:** 13700 La Mirada Blvd, La Mirada 90637  
**Sponsored by:** City of La Mirada  
**Expected Audience:** 200

**Department of Consumer Affairs  
Consumer and Community Relations Division  
2006 Calendar of Special Events**

## **June 2006**

- June 1**      **L.A.P.D. Traffic Safety**  
Description: Traffic safety. DCA CCRD/BAR staff will answer questions and distribute consumer publications.  
Sponsored by: L.A.P.D. Valley Traffic Division  
**Location:** Woodland Hills, CA  
**Sponsored by:** L.A.P.D. Valley Traffic Division  
**Expected Attendance:** 5-10,000
- June 8**      **Valley CAN Business Expo**  
Description: DCA CCRD/BAR staff will distribute DCA publications and answer questions.  
Sponsored by: Valley CAN Business Expo  
**Location:** Fresno, CA  
**Sponsored by:** Valley CAN Business Expo  
**Expected Attendance:** 200-300
- June 9**      **Senior Fraud Fest 2**  
**Description:** The Fraud Fest is a consumer protection and fraud prevention event for seniors. The event seeks to raise awareness and empower seniors to check before they invest.  
**Location:** Laguna Woods  
**Sponsored by:** California Dept. of Corporations  
**Expected Attendance:** 800+

## **May 2006**

- May 5**      **Senior Health and Information Fair**  
**Description:** Elderly abuse awareness event.  
**Sponsored by:** County of Riverside, Dept of Public Social Services  
**Location:** Rubidoux, CA  
**Expected Attendance:** 100-300
- May 6**      **Mojave Desert Air Quality Management District Clean Air Fair**  
**Description:** The District's largest public outreach event, held to introduce and showcase companies and products that protect & enhance air quality. BAR/DCA staff will distribute publications/answer questions.  
**Sponsored by:** Mojave Desert AQMD  
**Location:** Victorville  
**Expected Attendance:** 3,000
- ROP Troubleshooting**  
**Description:** Event to attract prospective vocational education students. An automotive troubleshooting contest will be held.  
**Sponsored by:** Shasta College ROP  
**Location:** Redding, CA  
**Expected Attendance:** 100
- Show and Go**  
**Description:** Car Show event

**Department of Consumer Affairs  
Consumer and Community Relations Division  
2006 Calendar of Special Events**

**Sponsored by:** K & N Filters, Riverside East Rotary, Old Farts Racing Team

**Location:** Riverside, CA

**Expected Attendance:** 20,000

**May 7**

**Camarillo Auto Show**

**Description:** Car Show event

**Sponsored by:** Ventura County Office of Education

**Location:** Camarillo, CA

**Expected Attendance:** 1,000

**May 12**

**DCA Senior Summit**

**Description:** Local, state, and federal agencies will discuss problems facing senior consumers. Panel presentations and interactive workshops. First Lady Maria Shriver has been invited.

**Sponsored by:** DCA, Consumer Action

**Location:** Sacramento Convention Center

**Expected Attendance:** 750

**May 20-21**

**Castroville Artichoke Festival**

**Description:** The annual two-day Artichoke Festival in Castroville features live music, arts and crafts, children activities, food, and a farmers market. DCA staff will answer questions and distribute consumer publications.

**Sponsored by:** Ocean Mist

**Location:** Castroville

**Expected Attendance:** 20,000

**May 25-29**

**Sacramento County Fair**

**Description:** Features live music, arts and crafts, children's rides, and food, an event for the entire family. DCA CCRD/BAR staff answer questions and distribute consumer publications.

**Location:** Sacramento

**Sponsored by:** Sacramento County

**Expected Attendance:** 73,000

**May 26**

**Career Day**

**Description:** High School Career Day

**Location:** Moreno Valley

**Sponsored by:** Bayside High School Staff

**Expected Attendance:** 200

**May 31**

**13<sup>th</sup> Annual CARB Enf**

**Description:** Event focused on enforcement subjects involving each program/media (air, water, waste, toxics and pesticides).

**Location:** San Diego, CA

**Sponsored by:**

**Expected Attendance:** 200

## **April 2006**

**April 21**

**Consumer Scam Stopper Seminar**

**Description:** A panel of government agencies provides information on how to avoid consumer fraud aimed at seniors. DCA CCRD staff will participate on a panel.

**Sponsored by:** Contractors State License Board

**Department of Consumer Affairs  
Consumer and Community Relations Division  
2006 Calendar of Special Events**

**Location:** Walnut  
**Expected Attendance:** 100-200

- April 22      2006 Sacramento Earth Day Celebration**  
**Description:** Environmental education. Promotes a healthy sustainable future for all. DCA CCRD/BAR staff will participate by handing out information and answering questions. Possible car-crushing event to publicize BAR's CAP program.  
**Sponsored by:** Sacramento Earth Day Network & CSUS  
**Location:** Sacramento  
**Expected Attendance:** 1500
- April 22-25      LifeSmarts National Competition**  
**Description:** A game-show style competition to educate high-school students on consumer protection, finance, health and safety, technology and environmental issues.  
**Location:** Philadelphia, PA  
**Sponsor:** National Consumer League  
**Expected Attendance:** 250
- April 22      Safety Fair**  
**Description:** Local groups, local government and other exhibitors, intended to foster a relationship between local HS and community. DCA CCRD/BAR staff will answer questions and distribute consumer publications.  
**Sponsored by:** West Campus PTSA and Associated Student Body  
**Location:** Sacramento, CA  
**Expected Attendance:** 250
- April 25      Meet Industry & Car Show**  
**Description:** Event geared towards high school students interested in the automotive field. DCA CCRD/BAR staff will answer questions and distribute consumer publications.  
**Sponsored by:** San Clemente Auto Tech Academy  
**Location:** San Clemente, CA  
**Expected Attendance:** 300
- April 30      Fiesta Broadway L.A.**  
**Description:** One of the largest "Cinco De Mayo" kick off celebrations in the world. Features live music, food, children's activities. DCA CCRD/BAR staff will distribute DCA information and answer questions.  
**Sponsored by:** Los Angeles County, Verizon, Bank of America, Pepsi, and various local businesses.  
**Location:** Los Angeles  
**Expected Attendance:** 500,000- 1,200,000

## **April 2006 National Car Care Month Events**

- April 1      Car Care for Clean Air**  
**Description:** Community event. Emissions testing, air quality information, vehicle inspections. BAR staff distribute publications and answer questions.  
**Sponsored by:** Clean Air Coalition, Western Riverside County  
**Location:** Riverside  
**Expected Attendance:** NDR\*

**Department of Consumer Affairs  
Consumer and Community Relations Division  
2006 Calendar of Special Events**

- April 8**      **Car Care for Clean Air**  
**Description:** Community event. Emissions testing, air quality information, vehicle inspections. BAR staff distribute publication & answer questions.  
**Sponsored by:** Clean Air Coalition, Western Riverside County  
**Location:** Perris  
**Expected Attendance:** NDR\*
- April 15**      **Car Care for Clean Air**  
**Description:** Community event. Emissions testing, air quality information, vehicle inspections. BAR staff distribute publications and answer questions.  
**Sponsored by:** Clean Air Coalition, Western Riverside County  
**Location:** Hemet  
**Expected Attendance:** NDR\*
- April 22**      **Car Care for Clean Air**  
**Description:** Community event. Emissions testing, air quality information, vehicle inspections. BAR staff distribute publications and answer questions.  
**Sponsored by:** Clean Air Coalition, Western Riverside County  
**Location:** Corona/Norco  
**Expected Attendance:** NDR\*
- April 29**      **Car Care for Clean Air**  
**Description:** Community event. Emissions testing, air quality information, vehicle inspections. BAR staff distribute publications and answer questions.  
**Sponsored by:** Clean Air Coalition, Western Riverside County  
**Location:** Moreno Valley  
**Expected Attendance:** NDR\*

## **March 2006**

- March 2**      **National Consumer League -- LifeSmarts State Competition**  
**Description:** A game-show style competition for high school students on consumer protection, finance, health and safety, technology and environmental issues.  
**Location:** DCA Hearing Room  
**Sponsored by:** National Consumer League (DCA hosts state competition)  
**Audience Reached:** 45
- March 4**      **Senior Citizen Healths and Wellness**  
**Description:** A fair providing information on how to avoid consumer fraud aimed at seniors. DCA CCRD staff handed out information and answered questions.  
**Sponsored by:** Assemblyman Bill Emmerson & Supervisor Paul Biane  
**Location:** Rancho Cucamonga, CA  
**Audience Reached:** 1000+
- March 21**      **Consumer Leaders Roundtable**  
**Description:** A quarterly roundtable discussion of current consumer issues/announcements. For consumer and community leaders.  
**Sponsored by:** DCA, Santa Clara County District Attorney's Office, Santa Clara County Consumer Affairs Commission  
**Location:** San Jose  
**Expected Attendance:** 30

**Department of Consumer Affairs  
Consumer and Community Relations Division  
2006 Calendar of Special Events**

**Mediation Week Special Events (March 19-25, 2006)**

- March 17-19    Sonoma County Home & Garden Show**  
**Description:** Home and garden show. DCA CCRD staff will distribute publications and answer questions.  
**Sponsored by:** Sonoma County  
**Location:** Sonoma County Fair Grounds – Santa Rosa  
**Expected Attendance:** 16,000-18,000
- March 18        Murphy's Irish Days**  
**Description:** Community event celebrating Murphys Irish heritage.  
**Sponsored by:** Murphys Business Association  
**Location:** Murphys  
**Expected Attendance:** 10,000
- March 20        Mediation Week – Table at Bayfair Mall**  
**Description:** DCA CCRD staff will distribute brochures and answer questions.  
**Sponsored by:** DCA  
**Location:** San Leandro  
**Expected Attendance:** 500
- March 20-21    Mediation Week – Table at Arden Fair Mall**  
**Description:** DCA CCRD staff will distribute brochures and answer questions.  
**Sponsored by:** DCA  
**Location:** Arden Fair Mall, Sacramento  
**Expected Attendance:** 500
- Mediation Week – Table at Ontario Mills Mall**  
**Description:** DCA CCRD staff will distribute brochures and answer questions.  
**Sponsored by:** DCA  
**Location:** Ontario Mills Mall  
**Expected Attendance:** 500
- March 21        Mediation Week – Presentation**  
**Description:** DCA CCRD staff will make a presentation on consumer topics to the San Fernando Kiwanis Club  
**Sponsored by:** DCA  
**Location:** San Fernando  
**Expected Attendance:** 50
- March 22        Mediation Week –Table at Montebello Town Center Mall**  
**Description:** DCA CCRD staff will distribute brochures and answer questions.  
**Sponsored by:** DCA  
**Location:** Montebello Town Center Mall  
**Expected Attendance:** 500
- March 22-23    Mediation Week – Table at Montclair Plaza Mall**  
**Description:** DCA CCRD staff will distribute brochures and answer questions.  
**Sponsored by:** DCA  
**Location:** Montclair Plaza Mall  
**Expected Attendance:** 500
- March 23        Senior Scam Stopper**

**Department of Consumer Affairs  
Consumer and Community Relations Division  
2006 Calendar of Special Events**

**Description:** A panel of government agencies provides information on how to avoid consumer fraud aimed at seniors. DCA CCRD staff will participate on a panel.

**Sponsored by:** Contractors State License Board

**Location:** Norwalk Senior Center

**Expected Attendance:** 100-200

**March 23      Mediation Week –Table at Washington Mutual Bank**

**Description:** DCA CCRD staff will distribute brochures and answer questions.

**Sponsored by:** DCA

**Location:** Glendora

**Expected Attendance:** 300

**Description:** DCA CCRD staff will distribute brochures and answer questions.

**March 24      Mediation Week – Presentation**

**Description:** DCA CCRD staff will make a presentation on consumer topics to the San Pablo Senior Center.

**Sponsored by:** DCA

**Location:** San Pablo Senior Center

**Expected Attendance:** 80-100

**March 225      Tune-In Tune-Up Event**

**Description:** DCA CCRD staff will distribute DCA publications and answer questions.

**Sponsored by:** Porter Novelli

**Location:** Bakersfield

**Expected Attendance:** 300+

**March 26      Boy Scout Car Show**

**Description:** DCA CCRD staff will distribute DCA publications and answer questions.

**Sponsored by:** Auto Show

**Location:** Ojai

**Expected Attendance:** 100-300

**March 29      Springfest**

**Description:** Campus career day. CCRD staff will distribute DCA publications and answer questions.

**Sponsored by:** Citrus College

**Location:** Glendora

**Expected Attendance:** 500+

## **February 2006**

**February 4      Consumer Protection Day**

**Description:** Government and other exhibitors, geared towards senior citizens of all income levels. Director Zettel participated on a question and answer panel that provided ID theft information.

**Sponsored by:** San Diego County Board of Supervisors and District Attorney Bonnie Dumanis

**Location:** San Diego

**Audience Reached:** 5,000



**Department of Consumer Affairs  
Consumer and Community Relations Division  
2006 Calendar of Special Events**

## **National Consumer Protection Week Events February 5-11, 2006**

- February 8 & 11**      **Evans Community Fair**  
**Description:** Annual consumer protection information fair. Geared towards a Large Latino, Asian, and Eastern European audience. DCA staff participated by handing out publications and answering questions.  
**Sponsored by:** Los Angeles County Department of Consumer Affairs & Evans Community Adult School  
**Location:** Los Angeles  
**Audience Reached:** 5,000
- February 11**      **Consumer Scam Stopper**  
**Description:** A panel of government agencies provides information on how to avoid consumer fraud aimed at seniors. DCA CCRD staff participated on the panel.  
**Sponsored by:** Contractors State License Board  
**Location:** Montclair  
**Audience Reached:** 150
- February 14-16**      **International Agriculture Fair**  
**Sponsored by:** Tulare County, Pepsi, Dodge, Nextel, Ag Source Magazine, and various local businesses.  
**Description:** The biggest and most cutting-edge of the international agricultural trade shows. CCRD & BAR staff distributed publications and answered questions.  
**Location:** Tulare  
**Audience Reached:** 10,000
- February 23**      **DCA's 2<sup>nd</sup> Identity Theft Summit**  
**Description:** Provided training to consumers, law enforcement, attorneys, business, higher education, government, and the news media on combating identity theft. Attended by Governor Schwarzenegger.  
**Sponsored by:** DCA and California District Attorneys Association  
**Location:** LA Convention Center  
**Audience Reached:** 800; extensive media coverage
- February 24-26**      **The 16<sup>th</sup> Annual California Capital City Black Expo**  
**Description:** Celebrates Black History month with tributes, awards, hundreds of exhibitors and entertainment for the entire family. CCRD & BAR staff distributed publications and answered questions.  
**Sponsored by:** Observer Media Group  
**Location:** Cal Expo Sacramento  
**Audience Reached:** 500

## **January 2006**

- January 19**      **Energy & Clean Air Business Exposition**  
**Description:** An exposition/conference by business leaders on protecting the environment. DCA CCRD/BAR held a car-crushing demonstration to promote the CAP program. Director Zettel spoke on the benefits of clean air and the Smog Check/CAP programs.  
**Sponsored by:** Valley CAN



**Department of Consumer Affairs  
Consumer and Community Relations Division  
2006 Calendar of Special Events**

**Location:** Bakersfield

**Audience Reached:** 500; additional audience reached through media coverage.

**January 31**

**San Diego Hispanic Fraud Prevention Forum**

**Description:** A forum of government and consumer organizations on scams affecting the Hispanic community. Director Zettel gave introductory remarks and participated on a panel.

**Sponsored by:** United States Postal Inspection Service

**Location:** University of San Diego

**Audience Reached:** 175